

# Profiling America's Military

Story by  
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**W**ITH a staff of four service members, the Department of Defense High School News Service manages to reach students in 98 percent of the high schools and colleges in the country to let them know about the varied opportunities available in the U.S. military.

The organization publishes *Profile*, a monthly magazine that focuses on life in the armed forces by looking at the jobs and activities of young people serving in the Army, Navy, Marine Corps, Coast Guard and Air Force.

"We try hard to give an objective view of all the services," said *Profile* editor SGT Ramona Joyce. "We want to give an objective picture of what people can do in each service."

Air Force Master Sgt. Scott Clough, *Profile*'s managing editor, said the magazine is unique as a recruiting tool because the staff doesn't necessarily work to sell the military, just to give an accurate picture of it.

"We try to tell it like it is, so kids can get a real view of what it's like," he said.

Although a joint organization, the High School News Service falls under the Navy's Chief of Information and is located at Naval Station Norfolk, Va.

Each month during the school year, the news service produces and distributes 31,000 copies of *Profile* to high schools and colleges in the United States and to DOD schools overseas. Recruiters seem to appreciate the extra help, Clough said.

"Recruiters love it because there's no other source of info like this available to them that shows all five services together," he said.

He also said the staff receives plenty of positive feedback from students who see the publication. "Most of the time, they want more information on a particular job or career field, and we refer them to a

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recruiter," Clough said.

Sometimes the magazine features new and exciting equipment as well. Joyce described a recent article on the Navy's air-cushion landing craft, called LCACs, that are used for amphibious assaults.

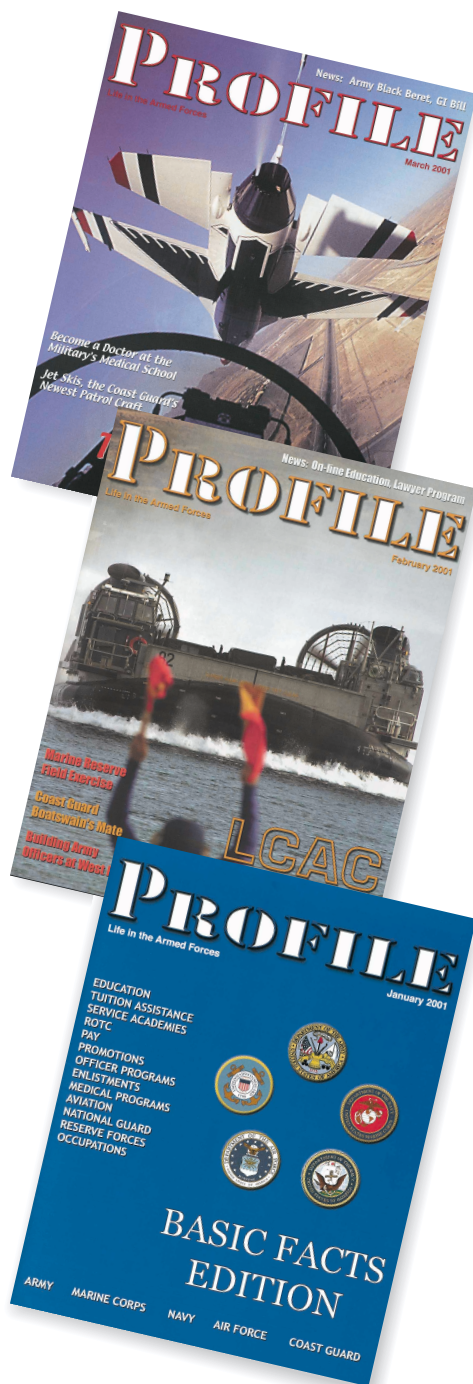
"You've got 22- and 23-year-olds running this thing," she said. "That's going to appeal to some kids who are still in high school trying to figure out what to do when they graduate."

The magazine also recently became a full-color publication, to make it more attractive to readers. And beginning this fall, the staff began providing more information on quality-of-life issues.

Joyce said one of the magazine's most valuable issues each year is the January "Basic Facts Edition," which provides a single package that counselors and young people can use to compare the benefits and opportunities within each service.

Included in the issue are pay charts, lists of occupations within each service, and general information about military programs and benefits. Each service also has its own section to explain such service-specific topics as terms of enlistment, officer commissioning programs and information about opportunities in the reserve component.

The magazine's mission has evolved since its inception at the end of World War II.



"Because of the draft, the purpose then was to let folks back home know what life was like in the military. The mission shifted when we went to an all-volunteer force," Clough said.

For a look at the latest issue of *Profile*, visit [www.spear.navy.mil/profile](http://www.spear.navy.mil/profile). □

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